

## THANK YOU!

Thank you for accepting our invitation to speak at the Leadership Summit! We look forward to welcoming you to our conference and to the insights you will bring! Our speakers bring the most value to our sessions and we appreciate your time and thought leadership.

Review this document for session tips and hacks. We've designed this toolkit with the attendee experience in mind. IEDC consistently works to elevate its program delivery and engagement methods for our attendees. With your help, we can continue to engage our audience and incorporate interactive sessions tactics.

This year's event will be centered on, 'Driving Global Collaboration,' where we will focus on fostering international partnerships and coalitions to address shared challenges from climate change and resiliency to food security and sustainability. Unified by our mission to strengthen our communities' long-term well-being, safety, security, and prosperity, it is imperative that we work together to build equitable economic development ecosystems in communities around the world for future generations.

The Summit will focus on the following themes: Infrastructure, Innovation, and Industry, Foreign Direct Investment, Partnerships and Collaboration; and Leadership Development.

But first, a few housekeeping items.



# SPEAKER CHECKLIST

## 1. Register for the Summit by December 15

Register before the early bird deadline of December 15, 2023 to save up to \$200. Email Cherricka Gordon to register at [cgordon@iedconline.org](mailto:cgordon@iedconline.org). Speakers receive a 25% discount using the code **LEADERSPEAKER**

## 2. Connect with Panel Speakers and Moderators by December 29

## 3. Schedule Planning Call with Panel Speakers by January 22

## 4. Attend the Speaker Webinar on January 18

Mark your calendar for the speaker webinar on January 18, 2024 at 1pm EST.  
*A recording will be made available.*

## 5. Upload Presentations by February 2, COB



# SPEAKER RESOURCES

## Prepare your session format

Research has shown that approximately 80% of what we learn is acquired through informal learning and networking opportunities, rather than formal symposium-style lectures. Incorporating interactive and interpersonal communication tactics into your presentation will keep audiences engaged and improve their information retention.

As a conference speaker, you must implement at least one format in your session/remarks. See below for some proven techniques:

<b>Pecha Kucha</b>	A fast-paced, fun presentation using 20 slides for 20 seconds per slide (6:40 minutes total).
<b>Body Voting</b>	For any size group, ask individuals to stand or sit based on their answers to questions.
<b>Buzz Group</b>	A small group (the buzz group) breaks off from a larger group in order to generate ideas to take back to the larger group for discussion or decision making.
<b>Mini-Lecture or Lecturette</b>	An abbreviated presentation, sometimes followed by a facilitated discussion for the remainder of time allotted.
<b>Spectrogram</b>	An interactive exercise that highlights the range of perspectives in a group. A facilitator asks a question and participants line up along a continuum.
<b>Ignite</b>	Similar to Pecha-Kucha except using 15 slides for 20 seconds per slide (5:00 minutes total).
<b>Jigsaw</b>	A small group technique where participants are paired with experts to learn a subset of material and then rejoin the group as instructor on the subset material.
<b>Mashups</b>	Like its musical roots imply, a collection of seemingly random people and their ideas making beautiful conversation together.
<b>Polling Apps</b>	Use any of these polling apps to capture the opinions of your audience: CrowdPurr, Vevox, Slido, Mentimeter, MeetingPulse, Poll Everywhere., Glisser, SpotMe, etc.
<b>Case Study</b>	An in-depth investigation of a single individual, group, or event to explore causation in order to find underlying principles.
<b>Open Space</b>	A flexible format focused on an important purpose or task, but beginning without any formal agenda, beyond the overall purpose or theme.
<b>Fishbowl</b>	A small group discussion or demonstration observed by a larger, surrounding group. Open fishbowls have an open chair available for audience members to cycle in and out of the conversation. Closed fishbowls don't allow for substitutions but the entire group can be replaced by another.

Don't be afraid to get creative! Incorporating contests, challenges, pop-quizzes, or exercises inspires attendees to participate because they outline clear goals and objectives. Attendees will also leave better prepared to implement new ideas they've gotten to practice and discuss. Whichever methods you choose, best of luck on your presentation planning!

Please contact Claudia Bellony, Senior Manager of Programming at [cbellony@iedconline.org](mailto:cbellony@iedconline.org) for finalizing the best format for your session/presentation.

## Download the conference branded presentation template

Use the conference-branded template to ensure your content aligns with the conference brand. The template is available in google slides.

### Upload your finished presentation by February 4.

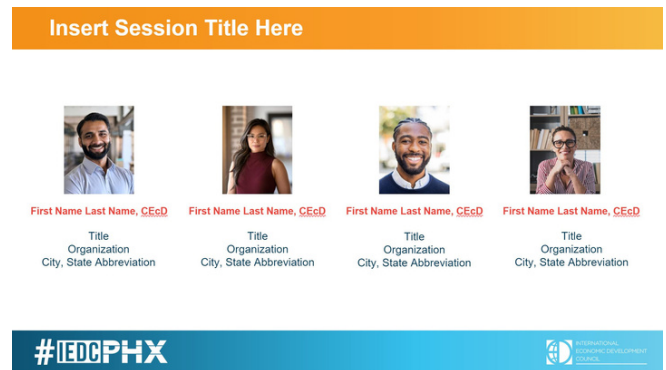
Upload your presentation to the portal by February 4 to ensure your files will be available at the conference. If changes will be made after this date, we encourage speakers to bring the presentation on a USB flash drive.

Scan the QR Code or visit [www.iedconline.org/LSSpeakers](http://www.iedconline.org/LSSpeakers)



### Include a title slide

Even if you are not planning to have a presentation for your session, be sure to include a title slide featuring all of your session speakers.



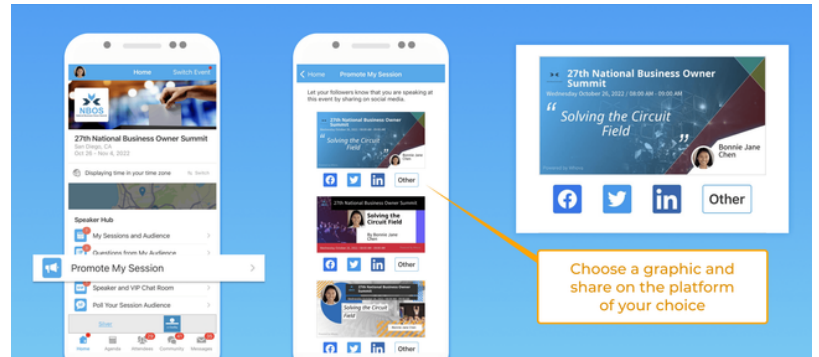
## Promote Your Session

Use these branded Canva templates to create personalized social media posts to cater to your organization's brand. Promote your session topic, speakers, or sponsorship.



## On Mobile App

- On the Home page, find the Speaker Hub section and click on Promote My Session.
- Scroll through and find a pre-made graphic that you like. Underneath that graphic, tap on the social media platform where you'd like to share it. If you'd like to save the image to your device, click Other to find that option.
- If you've selected a social media platform, edit and share your promotional post.



## Social Media Examples



## Tag IEDC!

Use the following social handles to tag IEDC. Follow the conference hashtag at **#IEDCPhoenix**.

## Get Familiar with Whova

Watch this video guide for a tutorial on Whova.

<https://whova.com/pages/whova-speaker-guide/?source=ems>



## Logging in to Whova

### On mobile app

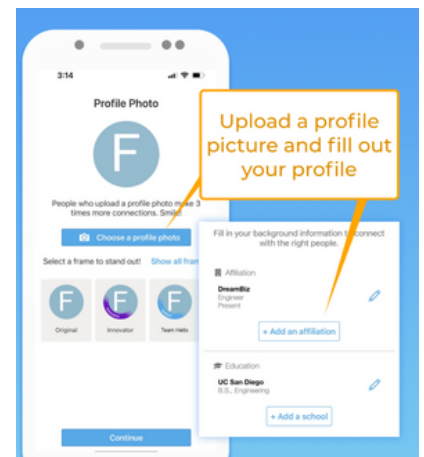
- Scan the QR code or visit [www.iedconline.org/Leadership\\_Whova](http://www.iedconline.org/Leadership_Whova) to download the Whova app.
- Click Sign Up / Sign In.
- Enter the email you used to register for the event. Then create a password and fill out the required details.
- You should then go straight into your event home page.



## Verify your profile information

### On mobile app

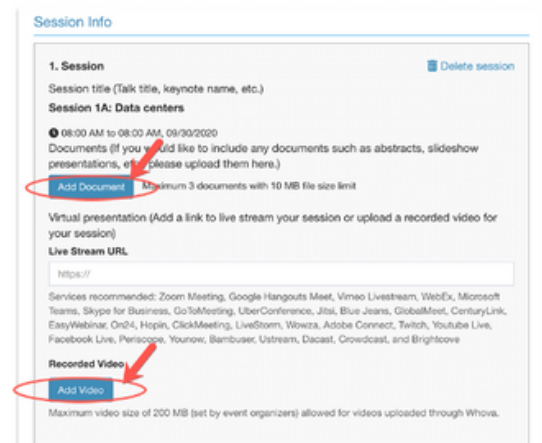
- Click your profile details to verify your information is correct. Include a headshot, full name, designations, title, organization, city, state/or region.



## Upload Session Info (Handouts, Videos, etc.)

### On desktop

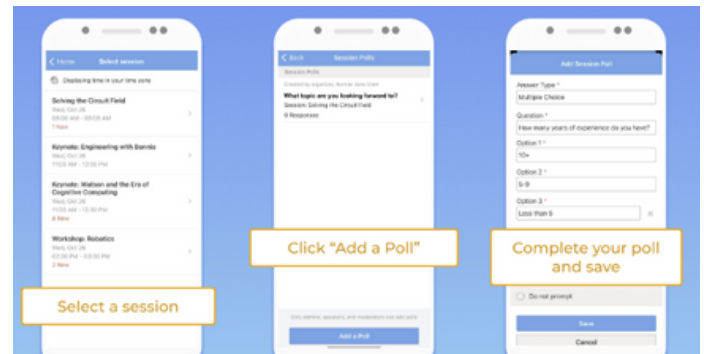
- Sign into the app.
- Find the Speaker Hub section and click on My Sessions.
- Select your session and upload handouts, share online articles, or create a polls.



## Create a Poll

### On mobile app

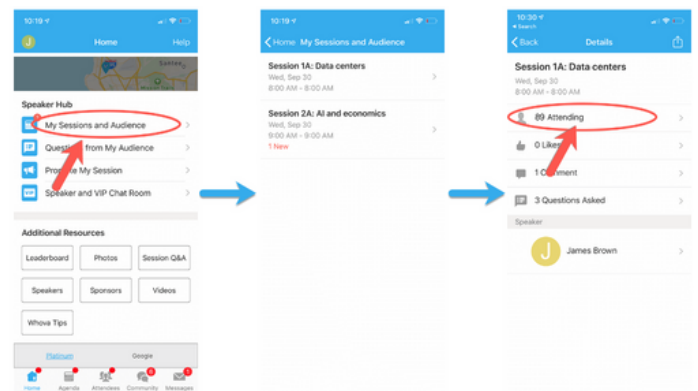
- Select a session.
- At the bottom of the screen, tap Add a poll.
- Create the questions, select whether or not the attendees will be prompted to answer the poll, and then click Save.



## Check Who is Attending Your Session

### On mobile app

- Sign into the app.
- Use the email you used when you registered the event as a speaker. Otherwise, the speakers' tools will not be available to you.
- Find the Speaker Hub section and click on My Sessions and Audiences.
- From there, you can find all the sessions you speak in. Tap the one you want to check.
- Tap # Attending and you will see the list of people who added the session to their personal agenda



## Answering Q&A

### On mobile app

- On the Home page, scroll to the Speaker Hub, and tap Questions from My Audience.
- Tap on the session you want to view questions from.
- You will be able to view questions asked and can select a specific question to answer and join in the discussion.
- You can access the Q&A after the session to answer any questions you may have missed during the session.

